



2005 RESOURCE BOOK ADVERTISING RATES & CONTRACT

Please fax this form to
ISTA Headquarters: 517.333.3813

or Mail to:
1400 Abbott Road, Suite 160
East Lansing, MI 48823-1900 USA
517.333.3437 phone - www.ista.org

2005 Resource Book Will Look a Little Different...

We are removing the Member Directory section of the book and going entirely online with the information. Our Member Contact information will be the most up-to-date information available as well as accessible to users by a simple click of a button.

The Resource Book will still include all of the ISTA Test Procedures & Projects, Guidelines for Selecting & Using Procedures & Projects and a comprehensive directory of our Certified Laboratories including their equipment capacities and testing capabilities. It will continue to be a wealth of information and resources that our members and non-members alike consider to be the one must-have for their reference shelf.

Advertising in the Resource Book is also the MUST-HAVE factor of your marketing plan to generate more business and increase sales! ISTA is the marketing partner you can count on. We're committed to providing you with exceptional value for your advertising dollar by putting your company's name and product in front of prospective customers who are ISTA members and packaging professionals working in areas of distribution, package design, testing and damage prevention.

ADVERTISING OPTIONS:

The 2005 Resource Book provides ad placement opportunities in the following locations:

- Pages 1-20:** 4C & B/W options. Premium gloss stock. Section contains information on the ISTA Association and Membership, Officers/Directors/Staff and CPLP Information.
- Tabs 1-8:** 4C & B/W options. Premium gloss stock.

Tab 1 Transit Tested Program	Tab 5 3 Series
Tab 2 Guidelines	Tab 6 4 Series
Tab 3 1 Series	Tab 7 5 & 7 Series
Tab 4 2 Series	Tab 8 Certified Labs

Available Sizes	Rate	
<input type="radio"/> Full Page	\$1,300	<input type="radio"/> Additional Fee for 4 Color Ads: Add \$225 to rates on the left.
<input type="radio"/> 2/3 Page Horizontal	\$1,140	
<input type="radio"/> 2/3 Page Vertical	\$1,140	
<input type="radio"/> 1/2 Page Horizontal	\$975	
<input type="radio"/> 1/2 Page Vertical	\$975	
<input type="radio"/> 1/3 Page Horizontal	\$615	
<input type="radio"/> 1/3 Page Square	\$615	
<input type="radio"/> 1/3 Page Vertical	\$615	
<input type="radio"/> 1/4 Page Horizontal	\$520	
<input type="radio"/> 1/4 Page Vertical	\$520	
<input type="radio"/> 1/8 Page Horizontal	\$390	
<input type="radio"/> 1/8 Page Vertical	\$390	

NEW THIS YEAR - JUST FOR LABS!!

- LABS** Include your LOGO next to your listing in the Certified Laboratory Directory. B/W only. \$50 fee.

AD ARTWORK:

- Use existing artwork, no changes.
- New electronic artwork to come.

IMPORTANT: PLEASE COMPLETE ALL FIELDS

Company _____

Contact Person _____

Address _____

City _____

State ZIP _____

Phone _____

Fax _____

Email _____

Website _____

PAYMENT OPTIONS:

- Payment enclosed. Please invoice after insertion.
- VISA Mastercard American Express

Credit Card # _____

Expire _____

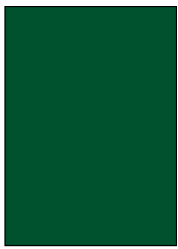
Name on card _____

Signature _____

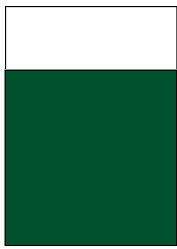
Address of card holder _____

Send invoice to: (if different than above company & contact person)

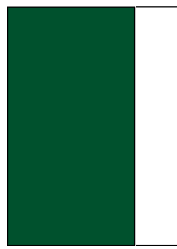
Resource Book AD SIZES



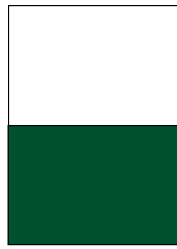
Full Page
7 1/2 x 9 1/2



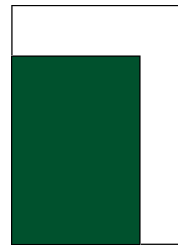
2/3 Page Horizontal
7 1/2 x 6



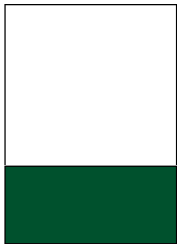
2/3 Page Vertical
4 5/8 x 9 1/2



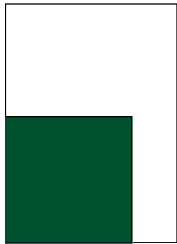
1/2 Page Horizontal
7 1/2 x 4 5/8



1/2 Page Vertical
4 5/8 x 7 1/2



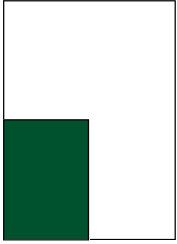
1/3 Page Horizontal
7 1/2 x 3



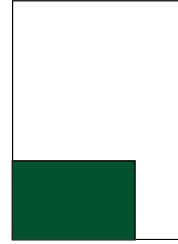
1/3 Page Square
4 5/8 x 4 5/8



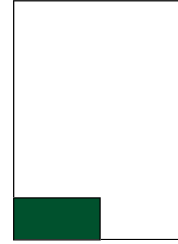
1/3 Page Vertical
2 1/2 x 9 1/2



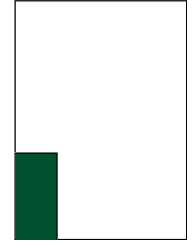
1/4 Page Vertical
3 5/8 x 4 5/8



1/4 Page Horizontal
4 5/8 x 3 5/8



1/8 Page Horizontal
3 5/8 x 2 1/8



1/8 Page Vertical
2 1/8 x 3 5/8

AD SPECS AND GENERAL INFORMATION

Digital Ad Specifications: The Resource Book is printed using computer-to-plate technology which delivers excellent image quality. Ad material should be submitted in a digital or electronic format.

Accepted document formats: 4C ads - PC and Mac-based Quark files. PDF's are also accepted. Call Kathy to discuss other format options since most formats can be accommodated.

Fonts: Include all PostScript fonts - both screen and printer.

Images: Include all placed images, making sure that each is in CMYK mode, 300 dpi and saved as a TIFF or an EPS image.

Proof: All ads should include an actual size color proof of the final file.

Production Charges: Any requested production work, including ad copy/photo changes will be charged to the advertiser in addition to the regular space rate.

Advertising Policy: Every effort will be made to accommodate the advertisers request for positioning and placement in all advertising mediums. The policy of first right of refusal will apply to all premium ad placements. Payment may either accompany your advertising materials or you may be invoiced following the release of the publication. Terms are net 30 days.

Ad materials should be sent to:

ISTA Headquarters
Attn: Kathy Joneson
1400 Abbott Road, Suite 160
East Lansing, MI 48823-1900
517.333.3437 phone
517.333.3813 fax
kjoneson@ista.org